

Message Text

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SUBJ: SOLO EXHIBITION, TEHRAN FAIRGROUNDS, FY 1976

REF: DEPT A-2796

1. EMBASSY CONCURS IN SUGGESTION OF SOLO EXHIBITION IN FALL 1975.
OF PRODUCT CATEGORIES LISTED REPAIR, BELIEVE FOLLOWING HAVE BEST
POTENTIAL IN IRAN:

- A. MACHINE TOOLS AND METAL WORKING EQUIPMENT
- B. PACKAGING AND FOOD PROCESSING EQUIPMENT
- C. BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT
- D. MATERIALS HANDLING EQUIPMENT

2. MACHINE TOOLS: SUCCESS IN FEBRUARY 1974 OF NATIONAL MACHINE
TOOL BUILDERS ASSOCIATION TRADE MISSION WAS CLEAR INDICATION THAT
AN EXHIBITION OF MACHINE TOOLS WOULD BE TIMELY. JACK CONNOR,
MISSION DIRECTOR, FELT VERY STRONGLY THAT MOUNTING FULL-DRESS
MACHINE TOOL EQUIPMENT SHOW WOULD BE JUSTIFIED. PLANS FOR IRANIAN
INDUSTRIAL DEVELOPMENT IN PRIVATE AND PUBLIC SECTORS CALL FOR
MACHINE TOOL NEEDS IN EXCESS OF \$100 MILLION.

3. PACKAGING AND FOOD PROCESSING: FOOD PROCESSING IS A MAJOR
INDUSTRY IN IRAN AND IS EXPANDING RAPIDLY TO MEET INCREASING
DEMANDS. RECENT ESTABLISHMENT OF LARGE NUMBER OF AGRO-INDUSTRIES
WILL FURTHER INCREASE DEMAND FOR PACKAGING AND PROCESSING EQUIP-
MENT.

4. BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT: GOI HAS GIVEN
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TOP PRIORITY TO HOUSING CONSTRUCTION AND DEVELOPMENT PROJECTS AND

HAS ALLOCATED OVER \$6 BILLION UNDER ORIGINAL FIFTH FIVE YEAR DEVELOPMENT PLAN. A CONSTRUCTION BANK HAS BEEN ORGANIZED TO UNDERTAKE SOME PROJECTS. ACUTE SHORTAGE OF ALL TYPES BUILDING MATERIALS AND EQUIPMENT IS FELT EVERYWHERE IN COUNTRY. AT PRESENT, MARKET OPPORTUNITIES FOR BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT ARE BELIEVED SUBSTANTIAL AND LIKELY TO INCREASE FOR NEXT SEVERAL YEARS.

5. MATERIALS HANDLING EQUIPMENT: WITH RAPID EXPANSION OF PUBLIC AND PRIVATE INDUSTRIES AND ORGANIZATIONS, DEMAND FOR ALL TYPES OF MATERIALS HANDLING EQUIPMENT IS VERY HIGH. CHIEF COMPETITORS IN FIELD ARE JAPAN, FRANCE, GERMANY, GREAT BRITAIN, AND EAST EUROPEAN COUNTRIES. HOWEVER, US EQUIPMENT IS WELL-KNOWN AND PREFERRED; AND ROOM EXISTS IN MARKET FOR AGGRESSIVE AND PERSISTENT SUPPLIERS.

6. LATE OCTOBER APPEARS TO BE BEST TIME FOR SOLO, SINCE WEATHER IS GOOD AND THERE IS NO CONFLICT (AT PRESENT) WITH OTHER EVENTS, OTHER THAN TEHRAN INTERNATIONAL TRADE FAIR HELD IN LATE SEPTEMBER. EMBASSY IS DISCUSSING DATES WITH TEHRAN FAIR AUTHORITIES.
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